DEPARTMENT OF PUBLIC HEALTH

"Caring for ALL Animals"

COUNTY OF SAN BERNARDINO

TRUDY RAYMUNDO Assistant Director of Public Health

MAXWELL OHIKHUARE, M.D. Health Officer

FOR IMMEDIATE RELEASE

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Toll Free 1-800-472-5609 *Fax (909) 387-0125

Animal Care & Control Program

San Bernardino, CA 92415-0003

351 N. Mt. View Avenue

CONTACT: Brian Cronin Division Chief

(800) 472-5609

County of San Bernardino Animal Care and Control Takes on 2012 ASPCA Rachael Ray \$100K Challenge Qualifying Heat

Community Support Needed for a Chance to Win \$100,000 Grand Prize and Save More Lives

San Bernardino: Beginning April 5, 2012 the County's Department of Public Health, Animal Care and Control shelters will be participating in the Qualifying Heat of the 2012 ASPCA Rachael Ray \$100K Challenge. Animal Care and Control has three shelters; Devore Animal Shelter, Big Bear Animal Shelter and Dog's Day Inn in Apple Valley. The shelters will be competing for a chance at more than \$500,000 in grant funding, including a grand prize of \$100,000.

The 2012 ASPCA Rachael Ray \$100K Challenge is a nationwide competition for animal shelters and their communities aimed at getting more animals adopted or returned to their owners than ever before. This first phase is the Qualifying Heat where registered shelters compete to collect the most online votes from their supporters. The 50 shelters with the most votes become the official contestants for the 2012 ASPCA Rachael Ray \$100K Challenge.

The ASPCA Rachael Ray \$100K Challenge is a great motivator for our team and the residents and businesses of the County of San Bernardino to get involved," said Brian Cronin, Division Chief Animal Care and Control. "Working together, we will save hundreds of animals and improve the lives of new adopting families, and we'll have a shot at the \$100,000 grant which will be used to connect hundreds of beautiful, fun loving cats and dogs in our shelters with the right families."

County residents can help by voting online at www.sbcounty.gov/acc and click on the \$100K Challenge Logo, or go directly to www.votetosavelives.org. Voting begins April 5, 2012 through April 16, 2012. We need you to vote often — like EVERY day! Send the link to your family members and friends and tell them to vote so we can save more lives. It takes less than a minute and your passion can get us in a position to win BIG for the animals!

For more information about the ASPCA Rachael Ray \$100K Challenge, please call the San Bernardino County Animal Care & Control Program toll free at 1-800-472-5609 or visit www.sbcounty.gov/acc.

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